

**PHYSM RENEW MAILING #1**

**Audience:** Physician members that renewed the previous month

**Headline:** THANK YOU FOR YOUR MEMBERSHIP

**Subject Line:** Thanks From TMA

**Automated Campaign:** Multiple Mailings

Dear %%IMIS| |UD| |vw\_Communication\_Salutation.Salutation%%:

Thanks for choosing membership in the Texas Medical Association and %%County Medical Society%%! TMA is honored we've earned your trust, and we'll strive to keep it by continuing to address the many issues confronting physicians today.

Did you know you can customize your daily TMA newsletter, [Texas Medicine Today](#), so you'll receive information on professional topics that interest you most? To make the most of your membership, simply log in to personalize your TMA profile and update your interests.

(TMA PROFILE BUTTON) (UPDATE INTERESTS BUTTON)

Need Help? Contact the TMA Knowledge Center at (800) 880-7955 or by email.

(EMAIL THE KC BUTTON)

We look forward to our continued work together!

Warm regards,

Douglas W. Curran, MD  
President  
Texas Medical Association

**PHYSM RENEW MAILING #2 FOLLOW UP**

**Audience:** Physician members that renewed the previous month and OPENED the first mailing.

**Headline:** THANK YOU FOR YOUR MEMBERSHIP

**Subject Line:** Free CME From TMA

**Automated Campaign:** Multiple Mailings

Dear %%IMIS| |UD| |vw\_Communication\_Salutation.Salutation%%:

Thank you for renewing your membership in the Texas Medical Association and %%County Medical Society%%!

As a TMA member, you have access to so many incredible benefits.

Benefit #1: Thanks to a generous sponsorship from [TMA Insurance Trust](#), hundreds of hours of CME in the [TMA Education Center](#) are now FREE for members. Take advantage of this benefit today with some of our most popular courses.

1. [Achieving Life Balance and Happiness](#)
2. [Patient Safety and Medical Errors \(4<sup>th</sup> Edition\)](#)
3. [Nonphysician Practitioners: Hiring, Billing, and Delegation of Duties \(2<sup>nd</sup> Edition\)](#)

Need Help? Contact the TMA Knowledge Center at (800) 880-7955 or by email.

(EMAIL THE KC BUTTON)

Thank you for your commitment to the profession of medicine. We look forward to our continued work together!

Warm regards,

Douglas W. Curran, MD  
President  
Texas Medical Association